CUSTOMER RELATIONSHIP MANAGEMENT
CRM
Questions & Answers

Q. **What is Microsoft Customer Relationship Management (CRM) Technology?**

A. CRM is an electronic automated process that helps organizations provide better customer service. Originally developed for private sector organizations, CRM focus was on sales, automatic tracking of customer contacts, accurate forecasting and information sharing. This same functionality focusing on contact history, incident management, automated workflow, decision support, and the benefits of a searchable knowledgebase provides improved access to relevant information and translates well to government needs.

CRM is used to track consumers' needs and behaviors in order to develop stronger relationships and provide better service. There are many technological components to CRM, but the most useful way to think about CRM is as a process that will help bring together many pieces of information about customers.

Q. **How will CRM benefit the Department of Corporations?**

A. CRM offers the Department of Corporations a technology that is easy to deploy, customize and use. It is designed for maximum flexibility and low cost of ownership. It will help to consolidate department information in a shared database, ensure that information is consistent and lays the foundation for a future solution that will allow for direct public input.

CRM will improve access to relevant information providing a single point of contact for both consumers and Department licensees. In addition, CRM will allow call center staff to provide the public with consistent and efficient service, including handling and tracking of complaints.

Q. **What else can CRM do for the Department of Corporations?**

A. Through CRM technology the Department of Corporations is able to:

- Take advantage of new technologies.
- Integrate systems to gain efficiencies.
- Provide user-friendly and easy access to Department information.
- Track workflow.
- Improve reporting.

Q. **What was the cost of CRM to the Department of Corporations?**

A. The cost to the Department was less than $100,000.

Q. **How long did it take for CRM to be up and running?**

A. Three months.